

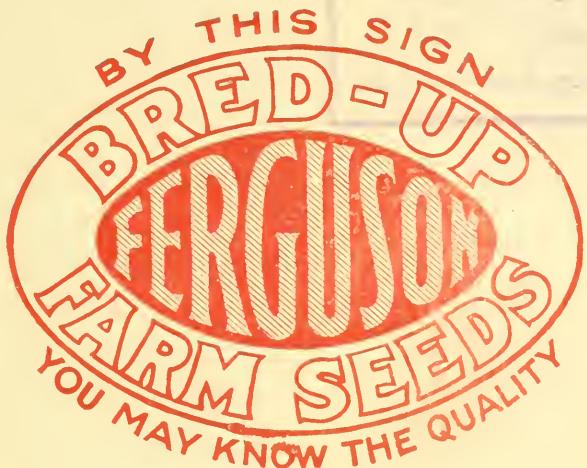
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Do not assume content reflects current scientific knowledge, policies, or practices.



Ferguson's Cotton Seed Gumption No. 211

This is the Trade Symbol of the Oldest and Largest bona fide Scientific Seed-Breeding, Seed-Growing, Seed-Farm, Seed-Business in the South and West.



It's on The Bags and on The Tags
You will find this mark on every Sealed Bag of
Ferguson's Certified Pedigreed Seeds

Ferguson Seed Farms Inc.

Improved Field Seeds Exclusively
Sherman, Texas

Box 624

Postmaster:- Return Postage
guaranteed if delivery cannot be made
in 10 days.



Mr. *D. U. Shoemaker*
U. S. Dept. agri.
Washington
D. C.

Rfd.

Box

State

Ferguson Seed Farms Sherman Texas

Plan For a Profit on Your Crops

Know the Elements of Chance You Take on
Seeds, Soils, Season and Cultivation

It takes a certain amount—say one-third of a bale of Cotton—to pay the fixed cost of making the crop. If you harvest less you lose. If you harvest more it is the measure of your profit.

It costs less to make a bale on two acres than a bale on five or six acres. The cost of Seed, preparing the soil, cultivating, etc., is so much "an acre." You would not expect to make a good crop when you have poor soils, poor plows, or poor teams. To be true, you "might," but the average of experience is against you. So, also, with poor SEEDS.

Your Judgment, Ripened by Your Observations, and Experience, tells you to seek good soils, good tools, and good teams, and the best information you can get on each. So, also, with SEEDS.

Put this Down as Certain: You lose in decreased yields, if you plant low yielding varieties. You gain in increased yields, if you plant high yielding varieties. It is obvious, therefore, that your loss from low yields will cost many times more than the slight extra cost of Better Bred Seeds. In the end, you pay for good seeds, whether you plant them or not.

The Loss in "Value of Crop," from even run-out or rundown Seeds of even a recognized good variety is usually \$3.00 to \$20.00 an acre. Unfortunately, High Bred, Pedigreed Seed "run out" faster than they can be improved and multiplied. Therefore, if you ~~would~~ insure a profit from your crops, above the "cost of making," you should rely on the latest improved Strains of the best varieties.

Your Crops Can Be No Better Than the Seeds You Plant. You should not expect better Seeds than you pay for. You are entitled to information about who improved your Seeds, where they were grown, when and how they were last selected, or their Pedigree, and what the reputation of the man or firm is who sells you the Seed. When you start out to buy Better Bred Seeds why not:

Make Your Seeds Insure Greater Success
by buying Ferguson's Certified, Pedigreed Seeds, in sealed bags. Buy direct (yes, "direct") from the originator of the Strain of variety, who, year after year, improves his strains, supervises their growing, preparation and testing. Remember:

You Pay the Price of Good Seeds in Losses from "decreased yields" whenever you "take a chance" on poor Seeds. An investment of only 25c to 75c an acre (only 1% to 4% of the cost of the crop) often means \$5.00 to \$40.00 more in the crop, or a profit of 500% to 5,000% on your "investment" in Better Bred Seeds. Others get this profit. Why not you?

If you must "take a chance" on Seeds, bet your money where the odds and the wisdom of all ages are with you.

For Seed Progress, Ferguson Says:

"If Seeds are Good,

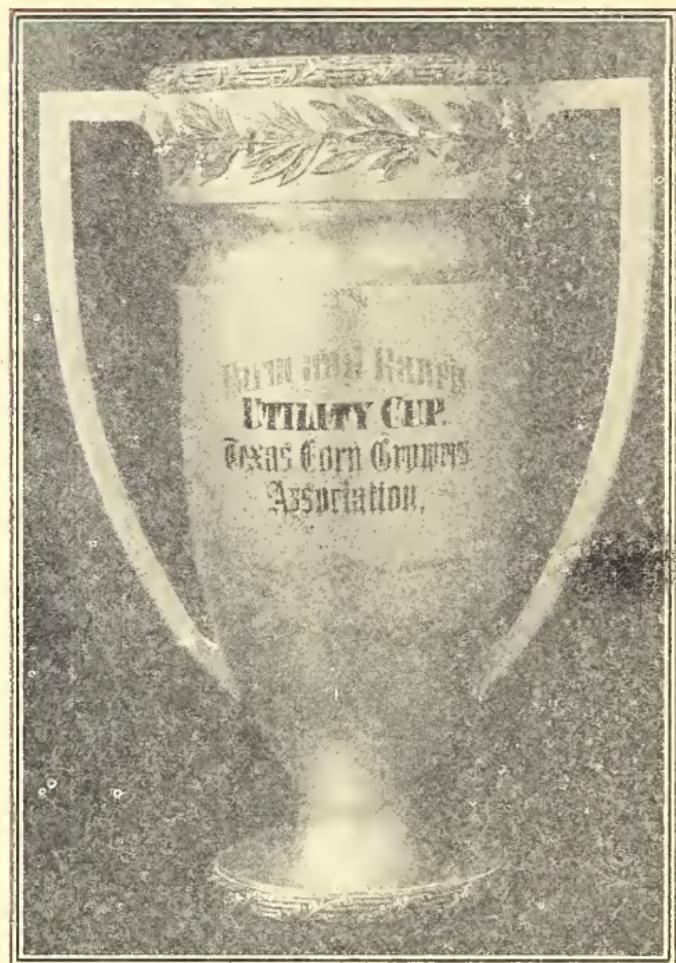
Some one made them so"

"If Seeds Remain Good,

Some one keeps them so"

"If Seeds are Made Better,

Some one must be on and "onto" the job."



Farm and Ranch

CORN GROWERS UTILITY TROPHY

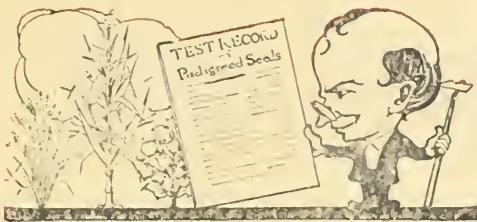
("Utility" means better yielding corn)

Awarded by Texas Corn Growers Association
to A. M. Ferguson for Producing

The Highest Yielding Variety of Corn

Award based on Field Yield Tests made in South, Central, East and North Texas, for 3 seasons in succession, by the U. S. Department of Agriculture, and the Texas Experiment Stations.

Ferguson Seed Farms
Sherman Texas



Mr. Seed Breedin' Man

Says Farmer Jones to Farmer Brown,
"I see ye got some corn this year"
Says Farmer Brown to Farmer Jones,
"Yes, I ain't no wolf to fear,
Nor mortgages an debts and sech.
How much ye s'pose this crop'll fetch?

"Well I dunno", says Farmer Jones,
"But 'pears to me t'will fetch some bones".
"Yes, I got 80 acres nigh,
An prices now is mighty high.
I figure I can do as well
This year as last-when it's time to sell."
"If its a question fair and square,"
Says Farmer Brown to Farmer Jones,
"How much do you git from that there land?";
"Bout sixty bushels-most all sand,
'Cept yonder river bottom land."
"Well I will swan an here I be
A gettin half as much, ye see.
An my land's all s blac' an' rich
As any land; or I'll beswitched.
Ye reckon 'taint because of weeds?
Or maybe you've got better seeds."

"Now there ye are" says Farmer Brown.
"I guess I had as poor a stand
As well nigh any other man.
And yet, ye see now how she looks—
Jes' like they be in picture books.
Well, I ain't always had sech crops,
And 'taint been long since I 'ud say
My land 'ud never make much pay."
"But this here Pure Seed Breedin' Man
Come out one day to see my land.
And says he'd let me have some seeds
That's got long names an' Pedigreed
And, well at first I didn't know
As I could pay that much to sow.

After a bit I says—"All right.
I'll try 'em once and prove by sight.
Well, that's been seven yers I grant
An' I ain't claimin to be smart,
But sir, the only seeds to p'ant
Is them that's bred-up from the start."



Small Grain Nursery where seeds are tested, selected and if proven to be superior, multiplied. This picture shows the planting of over four thousand separate stools of small grains. Seeds to merit recognition and test in Ferguson's Breeding Blocks must stand the most practical tests, which science can make: Measured rows, equally spaced plants, and weighed crops. Strict scientific method makes "Ferguson's Certified Seeds" produce more

Ferguson No. 922 Oats

FERGUSON No. 922 OAT is our latest high-bred, high-yielding, variety of Red Oats. It replaces FERGUSON No. 71 OAT, originated in 1909, and introduced in 1913. The great usefulness and popularity caused it to be widely spread over the Red Oat territory. Now we offer FERGUSON No. 922 OAT. It is better. It is freer stooing. It makes higher yields and a better quality of Grain.

Fortunately, we have never yet offered a new variety of Oats, Corn, Cotton or Wheat that has not reflected favorably on our ability as Seed Breeders, and proven to be generally satisfactory and more profitable. This probably comes from the caution which we exercise before introducing a new strain or a new variety. We spent nine years comparing and testing out many thousand selections of Red Oats before introducing FERGUSON No. 71 OAT. We have spent ten years more, or nineteen years, before bringing out FERGUSON No. 922 OAT. It has these:

Proven Advantages Over Common Texas Red Oat

1. Larger Field Yields—More crops with same expense.
2. Better Quality of Grain—Long needed in Red Oats.
3. Greater Resistance to Rust—Saves 2 to 10 bushels loss from red and black rust.
4. Greater Drouth Resistance—This is Crop Insurance.
5. More Stiffness of Straw—To Reduce Lodging.
6. Freer Stooing Habits—Due to Greater Vigor, thus affording more grazing and requires less seed to sow.
7. Practical Freedom From Smut Losses—By reducing susceptibility to smut, or Head-Blast, and positively by anti-smut treatment to all stocks.
8. Greater Hardiness Against Cold and Winter Killing—Thus avoiding loss, affording more winter grazing when sown in the fall, and at the same time secure earlier maturity and escape from late spring drouths.

These advantages mean eight ways of increasing the quality, quantity and value of your Oat crop. They are described, discussed and briefly explained in our illustrated Seed Catalog, and special Seed Oat Circular No. 210. Both will be sent free to you and your friends for your names on a postal. If you are an Oat grower, send today. Prices are quoted in Ferguson's Seed Current.



Yes! Feb. 27, New Boykin Not Picked.

A Breeding Block on Ferguson Seed Farms, making more than bale per acre. Bolls 99.3% Storm Proof 4 to 7 months after opening.

Big Yields, Large Bolls, High Gin Turn-Out.

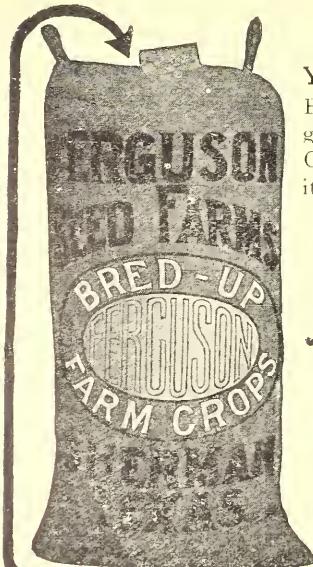
Second, you as a farmer, ask, "How may I know who has produced this highest yielding Triumph Cotton?" For answer, here is definite information based on the Records of impartial Government Field Tests by eleven competent investigators, thru 12 years in varying seasons and soils, in Texas, Oklahoma, Arkansas and Louisiana. Your Government has spent thousands of dollars making these tests for your information.

Results of many other tests point to the same conclusion. These figures represent the "Records" of scientific Tests (and are not the "opinions" or "claims" of anyone), where the Strains of Triumph Cotton from two Seed Breeders, both earnest and ambitious in their work, were grown side by side in impartial Government Tests. If the tabulated comparison was made with other strains of Triumph, or other varieties such as Lone Star, Acala, Rowden, or any other variety sold in the Southwest, the result would be even more favorable to Ferguson's Bred-Up Strains.

How the Tests are Made. The Experiment Stations often get Seeds of all the varieties, from different breeders, and plant test-rows of the seed from each breeder, side-by-side, where all the conditions of planting, cultivation and care are the same, except the seed. In such tests it is accepted as a fair conclusion, that any noted differences in the yield or rapidity of fruiting, etc., are due to the inherited yielding qualities of the Seed, as developed by the Breeders of the different Seed.

In These Tests, Ferguson's Varieties of Triumph Cotton from Ferguson Seed Farms, were compared and tested against Mebane Triumph from Mebane Seed Farms, where the variety originated. It is useless to offer explanations of "how" or "why," or make "claims." The amount of the yield is the measure of the value of the seed, and of the seed breeding work of each in producing better yielding strains. Now apply the information in this table, to your plans for "More Cotton on Every Acre" of this season's crop.

Make Definite Information Turn to Sure Money by planting Ferguson's Bred-Up Cotton Seed. You should not be content to allow a single acre of your land to be planted to Seed less carefully Bred-Up or on less positive proof of high yielding quality.



Positive Proof of Bigger Yields and Greater Profits From

Ferguson's Bred-Up Cotton Seed

During 12 years of
Government Experiment Station Tests

You know that Cotton Seed will "run out." They also can be "run-up." That is the work of the Seed Breeder. You also know that some Seed Breeders increase the yielding qualities of their Seeds faster than others. You also know that if any Seeds are made good, some one made them so; that if they remain good, some one must keep them so. Likewise, that if good strains of Cotton Seed are made better some one must make them better.

Ferguson Seed Farms believe that seed improvement is progressive, that it is certain and positive only when guided by **Scientific Methods**. Faith in the great usefulness of this work has kept a staff of Seed Breeders at the task for nearly 25 years. Here are some of the cold figures, likewise based on scientific tests, that justify our faith. Read them, Mr. Farmer. The information, and the idea, may add \$500.00 or \$1,000.00 to the value of your crop this year.

First, let us recognize that the **Triumph Cotton** originated by Prof. Edson, and later progressively improved by A. D. Mebane, A. M. Ferguson, Ed Kasch and others, was the greatest improvement in cotton known to the Southwest. Today it is generally recognized as the best types of Cotton for all sections west of the Mississippi River.

Eleven Government Tests Prove Superiority of Ferguson's Strains of Triumph Over Mebane Triumph

Season and Location of Stations Making the Tests	Comparison of Yield of Seed Cotton			
	Mebane's Seed	Ferguson's Seed	Gains by Mebane's Seed	Gains by Ferguson's Seed
	Cotton Lbs	Cotton Lbs	Cotton Lbs.	Cotton Lbs.
1912 San Antol. o Exp. S	480.	520	-----	40.
1914 N. La. Ex. Sta.	971.	1234	-----	263
1916 Ark. " Mens	432.2	572.0	-----	137.8
1916 " " Scotts	1747.0	2061.6	-----	314.6
1917 " " Scotts	738.9	832.9	-----	94.0
1917 " " Van Buren	1293.9	1267.5	26.4	-----
1917 " " Wynne	403.3	651.6	-----	248.3
1918 " " Scotts	1347.9	1496.1	-----	148.2
1918 " " Scotts	1319.4	1284.4	35.0	-----
1921 " " Scotts	1627.	1721.	-----	97.
1922 " " Scotts	991.	1296.	-----	305.
1924 " " "	1042.	1278.	-----	236.
Average Yield and Gain in 11 Government tests in 3 States in 12 Years	1032.8	1184.6	-----	Gain Per Acre Ferguson's Seeds 147.4
Average Yields and Gains for Ferguson's Seeds Since 1918.	1274.6	1417.1	-----	Gain Per Acre Ferguson's Seeds 206.9

Measure the Gain in Dollars Per Acre. The average gain for Ferguson's Seed is 151 pounds per acre—worth \$12.00 to \$15.00 on every acre of your Cotton Crop. Taking the results since 1918, showing an average gain of 206 pounds of Seed Cotton, the extra cash value will be around \$16.00 to \$20.00 an acre. On ten acres this is \$160.00. On 100 acres it is \$1,600.00. In a community with only 10,000 acres, standardized and planted to Ferguson's latest strains of such proven high yielding Seed, the gross extra profit would be not less than \$150,000.00, or \$750.00 to every 50-acre cotton farmer.

No Matter Where You Live, FERGUSON'S SEED SERVICE is as Close to You as Your Mail Box. Not every community has a reliable Seed Store, specializing in Bred-Up Seeds. Every Seed Store does not have a Seed-Breeding, Seed-Growing, Seed-Farm, with its own Gins (we have four gins) and Seed-Cleaning, Seed-Grading, Seed-Plants (we have three), nor Seed-Testing Laboratories. Trial Grounds or a staff of practical and scientifically trained Seed Specialists to add to and protect the efficiency of its Seed-Service. All these are yours when you order Seeds from Ferguson Seed Farms.

Certified Pedigreed Seeds

Buy Certified Bred-Up Seeds Direct

from recognized Breeders. Ferguson's own Strains, improved from year-to-year, Multiplied, Grown, Ginned, Cleaned, Sacked and shipped from our own Gins, Seed-Cleaning Plants and Warehouses.

We Make Mistakes. If they occur, tell us. We may be able to correct them. Others will not. Write us good-naturedly if you can, but write anyway. We think enuf of our Seeds to sell them on:

Ferguson's Stringless Guarantee
of "Satisfactory Seeds or Money Back,"

just as given in our illustrated Catalog. Gladly sent free to you and your friends on request.

For Latest Prices send for "Ferguson's Seed Current." It's published from our own print shop every time the moon changes, to give the latest gossip about Price, Quality and Value in Seeds. When you write, name all the different kinds of crops you grow.

Ferguson's Latest Varieties

Most Profitable in 1923-24

In Tests at Temple Experiment Station

In a recent report on the tests of Cotton varieties for 1923 and 1924, at the Temple Experiment Station, the Director, noting the progress in Cotton improvement, says: "A study of results in the variety tests for the past two years show new varieties out-yielding the old standard varieties."

For an example of how the new varieties are out-yielding the older varieties, the Director recites that: "NEW BOYKIN Cotton yielded 699.66 pounds of lint cotton in 1923, and 399.3 pounds in 1924, leading all varieties in both years."

Ferguson's New Boykin Made More

By \$22.75 to \$51.00 Per Acre

Below is the tabulation of the average result for the seven best varieties in these tests for the two seasons, in pounds of lint cotton per acre (in third column); the amount of extra yield made by NEW BOYKIN over each of the other six varieties (in the fourth column), and the Value or Profit in dollars, of the Gain for NEW BOYKIN, figured at 25c per pound (in last column):

Rank or Standing	Seven Best Varieties in the Tests	Yield Lbs. Lint	Gains by New Boykin In Pounds	In Dollars
1st	New Boykin	546		
2nd	Truett Triumph	455	91	\$22.75
3rd	Lone Star	453	123	30.75
4th	Mebane Triumph	415	131	32.75
5th	Belton	412	134	33.50
6th	Acala	362	184	46.00
7th	Rowden	342	204	51.00

Average Gain by Ferguson's New Boykin over six Leading Varieties

144 lbs. \$39.12

A Typical Stalk
Ferguson's
Bred-Up
Cotton

From Farm of
W. J. Neal,
Waco, Texas.

Pulled and
Photographed,
December 13

Made its Crop
Early, within
one foot of
the ground.

Large Yield,
High Percent
Lint, Big Bolls,
Storm Proof,
Easy Picking.

Why Plant
"Brindle Cow
Seed", When
1,000 Bolls
more per acre
pays the
difference in the
Cost of Seed?

Act Today!
and
Harvest More
at Cotton
Picking Time.

These Farmers Harvested The Profits From Ferguson's Seeds

Ferguson No. 406 Better Than Half-and-Half and Kasch. "I find Ferguson No. 406 to be a good yielder. It proved to be better than Half-and-Half and Kasch. I want to learn more about your New Boykin". -N. A. DUEY, Goldthwaite, Texas.

Ferguson No. 406 Made Twice as Much as Mebane. "Your Ferguson No. 406 Cotton made twice as much as first year Mebane from both being planted at the same time and worked alike. I am well pleased. -CHAS. H. HALE, Hollis, Okla.

Made 25% Better Than Mebane in North Oklahoma. "I bought second year New Boykin from D. M. Clause and plated right by the side of Mebane and the New Boykin beat the Mebane 25%". O. C. HARRISON, Vinita, Okla.

NOTE:- His test agrees with 11 Government tests reported on opposite page.

Hundreds of Dollars More Had He Planted all His Crop to Ferguson No. 406 Cotton. "Yo' r Ferguson No. 406 Cotton was the earliest and best picking, and also best linting, and I lost hundreds of dollars by not having all my 73 acres planted in Ferguson No. 406 Cotton. 1320 lbs. made 510 lb. bale." -H. B. STURDIVANT, Honey Grove.

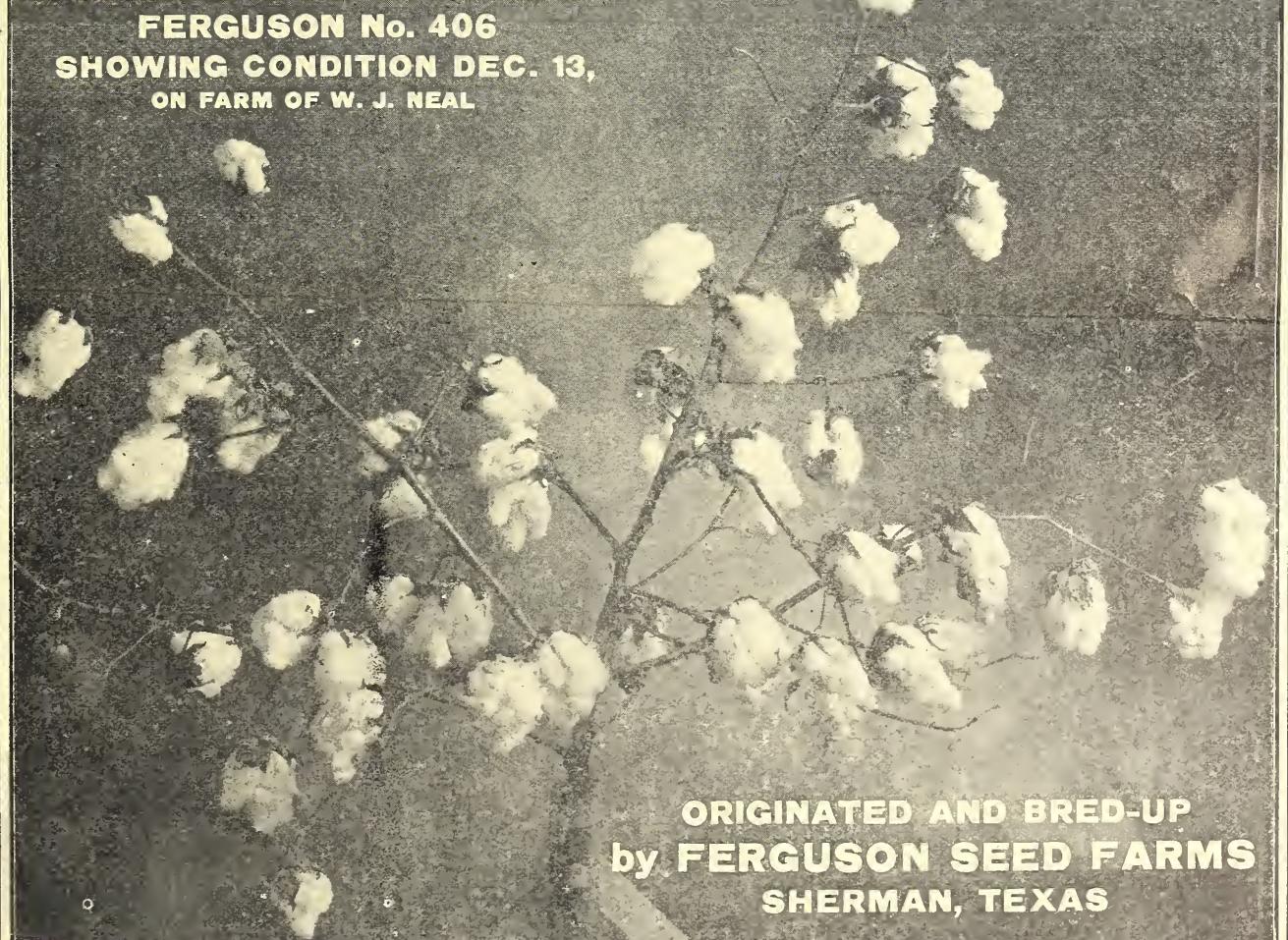
Made One-Third Bale More Than Rowden in Dry Season. "Have just finished picking cotton. Season was very dry. Had 45 acres in Rowden on my best soil and made 6-13 bales, or about one to 7 acres. Lint turn-out was low. Had 10 acres Ferguson No. 406 and am pleased with it. Made slightly better than bale to 3 acres. First bale linted 558 lbs. from 1440 lbs seed cotton (38.7%), and second bale 578 lbs. from 1,470 lbs. or 39.3%. Your bolls are no larger than Rowden, but easier to pick, but Ferguson No. 406 made about twice as much more per acre." -FRED HORN, Commerce, Tex.

NOTE:- His results agree substantially with Temple Experiment Station, reported above Experiment Station Tests and Farmer's Experiences usually agree.



The Ferguson Kids are Asking:
"Daddy, Who Has the Best Stalk."

A TYPICAL AVERAGE STALK OF FERGUSON No. 406 SHOWING CONDITION DEC. 13, ON FARM OF W. J. NEAL



**ORIGINATED AND BRED-UP
by FERGUSON SEED FARMS
SHERMAN, TEXAS**

Ferguson Seed Farms Sherman Texas

Ferguson's 25 Years of Seed Service

Who Serves You, and How Are You Served?

Mr. Southwestern Farmer:

I want you to get MY IDEA about Seeds and Seed-Service.—"Bred-Up Seeds in sealed bags, direct from Breeder to Planter."

Nearly 25 years ago I started out on this idea of Testing to find the *best varieties*, Improving, or Breeding-Up better yielding *strains*, and then Growing them for Seed, as well as Preparing and Selling field seeds Direct to You, all under one management. This makes us wholly responsible for the character of the Seeds.

We have originated and introduced a few varieties of Corn, Cotton, Oats and Wheat. We ask to be judged by the character of our work. We have improved a few of the varieties which we found most worthy of general planting by Southwestern farmers. We are still at it. It is our life work.

Every year, we test out a great many varieties and strains of these varieties—often having under test one to five thousand varieties, strains and selections. We expect to continue our work on this great problem of yours—the Seed problems of Mr. Southwestern farmer.

It is strangely true, that in nothing that you purchase are you so dependent on the intelligence, ability, reliability and straightforward every-day honesty of the seller, as when you buy Seeds. Pardon us if we appear vain. We only intend to be frank, and urge caution: Not one farmer in a thousand is an intelligent, discriminating Seed Buyer.

Too often you figure Price against Quality, seemingly forgetting that PRICE is merely what you pay, when QUALITY is what you really want. VALUE for the price you Pay is found only in the *unseen* QUALITIES that are Inherited in the CROPS, and cannot be seen, weighed or measured, in the mere maturity of the Seeds you see and hold in your hands.

Here is where Ferguson Seed Farms have rendered a useful service to all the Southwest. We test out these *unseen qualities* that put value in the Seeds. Nothing has so stimulated the intelligence, imagination and hope of our farmers to secure Better Bred Seeds than the work of intelligent, reliable Seed Breeders. And again, nothing has so aroused your ire, distrust and disgust as the horde of bootleg Seed-Breeders that now abound.

Your Rule for Safety: Ferguson Seed Farms was the pioneer Seed-Breeding, Seed-Growing, Seed-Farm, Seed-Business in the Southwest. Judge us by our Seeds. The best assurance of the future is the reputation of our work and our Seeds in the past.

If you want dependable, straight-forward Seed-Service, our facilities are at your command. When we offer you "Ferguson Certified, Pedigreed Seeds," you know that Ferguson's reputation is back of them. We ask for your confidence. We strive to deserve it.